WHAT IS CLAIMED IS:

1.   A computer implemented method for finding a prospective buyer and providing the buyer to agents offering for sale at least one of products or services, the method comprising:

providing the buyer with an interactive environment having information relating to the products or services offered by the agents;

creating a profile of the buyer by inferring criteria desired by the buyer based on the buyer's interaction with the interactive environment; and

comparing the profile and the inferred criteria with criteria of the products or services offered by the agents to match a suitable agent with a suitable buyer based on the created profile of the buyer.

2.   The computer implemented method of claim 1, wherein the interactive environment includes allowing the buyer to graphically interact with information relating to the products or services.

3.   The computer implemented method of claim 2, wherein the buyer selects information relating to the products or services.

4.   The computer implemented method of claim 3, wherein the profile is created based on the selections made by the buyer during interaction with the interactive environment.

5.   The computer implemented method of claim 1, wherein the interactive environment includes providing an interactive questionnaire to the buyer.

6.   The computer implemented method of claim 1, wherein the method operates on a computer-readable medium having computer-executable instructions for finding a prospective buyer and providing the buyer to an agent

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offering for sale at least one of products or services.

7.   The computer implemented method of claim 1, further comprising creating a database of buyer profiles and defining groups of specific criteria for specific buyers.

8.   The computer implemented method of claim 7, further comprising providing agents access to the database to allow the agents to locate specific buyers based on criteria defined by the agents.

9.   The computer implemented method of claim 1, wherein comparing the profile and the inferred criteria with criteria of the products or services includes matching specific products or services of the agents that the buyer has a potential interest in based on the generated profile of the buyer.

10.   A computer system for target marketing prospective buyers, comprising:

an interactive browsing environment that allows the prospective buyers to browse information relating to at least one of products or services, each represented by discreet criteria and offered by sellers;

a profile generator that creates and stores profiles of the buyers by inferring criteria desired by the buyers based on the interactive browsing of the buyers; and

a comparator that compares the generated profiles and the inferred criteria of the buyers with similar criteria representing products or services offered by the agent for allowing the agent to locate prospective buyers.

11.   The computer system of claim 10, wherein the interactive browsing environment is a graphical user interface.

12. The computer system of claim 10, wherein the profile is created based on the browsing habits of the buyer during interaction with the interactive environment.

13. The computer system of claim 10, wherein the buyers are provided with selections relating to the products or services during interaction with the interactive environment.

14. The computer system of claim 13, wherein the profile is created based on the selections made by the buyer during interaction with the interactive environment.

15. The computer system of claim 10, wherein the interactive environment is a graphical interactive questionnaire.

16. The computer system of claim 10, wherein the system operates on a computer-readable medium having computer-executable instructions for finding a prospective buyer and providing the buyer to an agent offering for sale at least one of products or services.

17. The computer system of claim 10, wherein the comparator creates a database of buyer profiles and defines groups of specific criteria for specific buyers.

18. The computer system of claim 17, wherein the agents are provided with access to the database to allow the agents to locate specific buyers based on criteria defined by the agents.

19. The computer system of claim 1, wherein the comparator compares the profile and the inferred criteria with criteria of the products or

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services by matching specific products or services of the agents that the buyer has a potential interest in based on the created profile of the buyer.

20.   A method for finding a prospective buyer of real estate and providing the buyer to real estate agents offering real estate for sale, the method comprising:

providing the prospective buyer with a computer implemented system having an interactive environment with information relating to the real estate offered by the agents;

automatically generating a profile of the buyer by inferring criteria desired by the buyer based on interaction with the interactive environment by the prospective buyer; and

comparing the generated profile and the inferred criteria with criteria of the real estate offered by the agents to match a suitable agent with a suitable buyer based on the generated profile of the buyer.

21.   The method of claim 20, wherein the interactive environment is provided within a graphical user interface.

22.   The method of claim 20, wherein the profile is automatically generated based on the interaction of the buyer with the interactive environment.

23.   The method of claim 22, wherein the buyer is provided with selections relating to real estate offered by the agents during interaction with the interactive environment.

24.   The method of claim 20, wherein the interactive environment is a graphical interactive questionnaire.